<u>WHAT IS CLAIMED IS:</u>

1.   A method of multicasting program content, said method comprising:

providing encrypted program content for distribution to a client as part of a multicast distribution;

providing a key for use by said client in decrypting a first portion of said encrypted program content; and

distributing a first portion of said encrypted program content to said client as part of said multicast distribution, wherein said first portion of said encrypted program content is encrypted so as to be decrypted by said client using said key so as to obtain a free preview of said program content.

2.   The method as described in claim 1 wherein said providing a key comprises providing a content key for use by said client in decrypting said first portion of said encrypted program content.

3.   The method as described in claim 1 and further comprising

providing a free preview key; and

providing said free preview key to said client prior to said distributing said first portion of said encrypted program content.

4.   The method as described in claim 3 and further comprising

providing a content key;

encrypting said content key with said free preview key; and

providing said encrypted content key to said client.

5.   The method as described in claim 1 and further comprising:

offering to said client said free preview of said program content.

6.   The method as described in claim 5 and further comprising:

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2   providing a user interface for use by said client in purchasing said

3   program content.

1   7.   The method as described in claim 1 wherein said free preview

2   comprises a movie trailer.

1   8.   The method as described in claim 1 wherein said free preview

2   comprises an advertisement for said program content.

1   9.   The method as described in claim 1 wherein said program content

2   comprises a movie and wherein said free preview is comprised of the beginning of said

3   movie.

1   10.   A method of multicasting program content, said method comprising:

2   providing program content for distribution to a client as part of a

3   multicast distribution;

4   distributing a first portion of said program content to said client in an

5   unencrypted format so as to provide a free preview of said program content;

6   encrypting a remaining portion of said program content;

7   distributing said encrypted remaining portion of said program content

8   to said client.

1   11.   The method as described in claim 10 and further comprising:

2   providing a key; and

3   utilizing said key to accomplish said encrypting said remaining portion

4   of said program content.

1   12.   The method as described in claim 11 and further comprising:

2   allowing said client to purchase said program content;

3   providing said client with a key operable to decrypt said encrypted

4   program content after said client purchases said program content.

13. A method of providing program content to a plurality of clients in a multicast system, said method comprising:

providing a server for communication with a plurality of client computers;

configuring said server so as to be operable to provide said program content to said plurality of client computers;

providing a free preview of said program content to said plurality of client computers; and

during said free preview, providing each purchasing client computer with a key operable to decrypt at least a portion of an encrypted portion of said program content.

14. The method of claim 13 and further comprising:

providing said free preview for a period of time sufficient to allow a predetermined number of said purchasing client computers to receive said keys operable for decrypting said encrypted portion of said program content.

15. A computer-readable medium having computer-executable instructions for performing a method comprising:

providing encrypted program content for distribution to a client as part of a multicast distribution;

providing a key for use by said client in decrypting a first portion of said encrypted program content; and

distributing a first portion of said encrypted program content to said client as part of said multicast distribution, wherein said first portion of said encrypted program content is encrypted so as to be decrypted by said client using said key so as to obtain a free preview of said program content.

1   16.   The computer readable medium as described in claim 15 wherein said

2 providing a key comprises providing a content key for use by said client in decrypting said

3 first portion of said encrypted program content.

1   17.   The computer readable medium as described in claim 15 and further

2 comprising:

3   providing a free preview key; and

4   providing said free preview key to said client prior to said distributing

5 said first portion of said encrypted program content.

1   18.   The computer readable medium as described in claim 15 and further

2 comprising:

            providing a content key;

            encrypting said content key with said free preview key; and

            providing said encrypted content key to said client.

        19.   A computer-readable medium having computer-executable instructions

for performing a method comprising:

3   providing program content for distribution to a client as part of a

4 multicast distribution;

5   distributing a first portion of said program content to said client in an

6 unencrypted format so as to provide a free preview of said program content;

7   encrypting a remaining portion of said program content;

8   distributing said encrypted remaining portion of said program content

9 to said client.

1   20.   A computer-readable medium having computer-executable instructions

2 for performing a method comprising:

3   providing a server for communication with a plurality of client

4   computers;

5   configuring said server so as to be operable to provide said program

6   content to said plurality of client computers;

7   providing a free preview of said program content to said plurality of

8   client computers; and

9   during said free preview, providing each purchasing client computer

10   with a key operable to decrypt at least a portion of an encrypted portion of said program

11   content.

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